



# **THE HON-CODE: THE PRINCIPLES OF CTE WEBSITE EVALUATION**

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**HOUSTON ISD PROFESSIONAL DEVELOPMENT**

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# LEARNING OBJECTIVES

**TEKS: §130.223.**

**(c)(1)(A) & (B)**

**§130.223.**

**(c)(2)(A) & (B)**

**§130.223.**

**(c)(4)(A)(B) & (C)**

- Participants will compare and contrast the 8 HON-Code principles.
- Participants will evaluate the steps and skills to search for CTE information on the Internet.
- Participants will discuss the opportunities and challenges of teaching students how to develop internet evaluation skills.

# OBJETIVOS DE APRENDIZAJE

**TEKS: §130.223.**

**(c)(1)(A) & (B)**

**§130.223.**

**(c)(2)(A) & (B)**

**§130.223.**

**(c)(4)(A)(B) & (C)**

- Los participantes compararán y contrastarán los 8 principios del Código HON.
- Los participantes evaluarán los pasos y habilidades para buscar información CTE en Internet.
- Los participantes discutirán las oportunidades y desafíos de enseñar a los estudiantes cómo desarrollar habilidades para evaluar información de la Internet.

# OUTLINE

## A. The HON-Code

1. What?
2. Why?
3. How?

## B. The 8 HON-code principles

1. Authoritative, 2. Complementarity, 3. Privacy Policy, 4. Attribution, 5. Justification, 6. Transparency, 7. Financial Disclosure, 8. Advertising Policy

## C. Steps and skills to search for information on the Internet

## D. Opportunities and challenges

## A. THE HON-CODE

FROM:

[HTTPS://WWW.HEALTHONNET.ORG/HONCODE/PRO/VISITOR/VISITOR.HTML#:~:TEXT=THE%20HONCODE%20IS%20A%20OCODE,THE%20NEEDS%20OF%20THE%20AUDIENCE.](https://www.healthonnet.org/honcode/pro/visitor/visitor.html#:~:text=The%20honcode%20is%20a%20code,the%20needs%20of%20the%20audience.)



### 1. What is the HON-Code?

- HON = Health on the Net.
- The HON-code is a private (non-governmental) and independent certification organization whose purpose is to help identify reliable and trustworthy information on the Internet.

### 2. Why is there an HON-code?

- How many health care information websites are on the Internet (English-language) websites?
  - A. 50,000 websites      B. 500,000 websites
  - C. 5 million websites      D. More than 500 million websites

## A. THE HON-CODE

### 2. Why is there an HON-code?

- How many health care information websites are on the Internet (English-language) websites?
  - A. 50,000 websites      B. 500,000 websites
  - C. 5 million websites D. More than 500 million websites
- **The correct answer is letter D. More than 500 million healthcare information websites.**
- **In 2008, an independent research study sampled 140,000 different health care websites. They found a rate of misinformation and inaccurate health care information documented in more than \_\_\_\_\_ % of websites.**

## A. THE HON-CODE

### 2. Why is there an HON-code?

- In 2008, an independent research study sampled 140,000 different health care websites. They found a rate of misinformation and inaccurate health care information documented in more than 95 % of websites.  
From: Faisal Hanif, Janet C. Read, John A. Goodacre, Afzal Chaudhry & Paul Gibbs (2009) The role of quality tools in assessing reliability of the Internet for health information, *Informatics for Health and Social Care*, 34:4, 231-243, DOI: [10.3109/17538150903359030](https://doi.org/10.3109/17538150903359030)
- Extrapolating that accuracy rate to today's websites, then there are more than 475 million websites with inaccurate, misleading and or false information about health care!!!
- Patients and the lay-person are exposed to significantly more bad/wrong information about their health than good information.

## A. THE HON-CODE

3. How do students know which websites are valid, trustworthy, and reliable sources of health care information?

- Look for the HON-code certification.
- The certification does not guarantee accurate information, but it is the intent to provide the best and most up-to-date health care information as possible. **Discussion question: Why doesn't the HON-code guarantee accurate information?**
- Evaluation and searching skills.

## B. 8 HON-CODE PRINCIPLES

INFO: ACCESSED FROM  
[HTTPS://WWW.HON.CH/CGI-BIN/HONCODE/PRINCIPLES.PL?ENGLISH](https://www.hon.ch/cgi-bin/honcode/principles.pl?English)  
(30/SEPT/2020).

**1. Authoritative** “Any medical or health advice provided and hosted on this site will only be given by medically trained and qualified professionals unless a clear statement is made that a piece of advice offered is from a non-medically qualified individual or organization.”

**Discussion question: Would you choose website A or website B?**

**2. Complementarity** “The information provided on this site is designed to support, not replace, the relationship that exists between a patient/site visitor and his/her existing physician.”

## **SAMPLE DISCLAIMER**

Disclaimer: The information discussed during the Mental Health Disorders Presentations is intended to inform and educate high school students. The presentations do not replace the advice and individualized care from a qualified mental health care provider. However, please know that I am available to listen should you or a friend need help. I will guide you to the counselors and social worker if needed, and I can provide fact-based answers and resources about your medications and treatment.

## **B. 8 HON-CODE PRINCIPLES**

**INFO: ACCESSED FROM  
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BIN/HONCODE/PRINCIPLES.PL  
?ENGLISH](https://www.hon.ch/cgi-bin/honcode/principles.pl?english) (30/SEPT/2020).**

### **3. Privacy**

“Confidentiality of data relating to individual patients and visitors to a medical/health Web site, including their identity, is respected by this Web site. The Web site owners undertake to honor or exceed the legal requirements of medical/health information privacy that apply in the country and state where the Web site and mirror sites are located.”

## B. 8 HON-CODE PRINCIPLES

INFO: ACCESSED FROM  
[HTTPS://WWW.HON.CH/CGI-BIN/HONCODE/PRINCIPLES.PL?ENGLISH](https://www.hon.ch/cgi-bin/honcode/principles.pl?english) (30/SEPT/2020).

**4. Attribution** "Where appropriate, information contained on this site will be supported by clear references to source data and, where possible, have specific HTML links to that data. The date when a clinical page was last modified will be clearly displayed."

**5. Justifiability** **Ask your students: What is the root word?** "Any claims relating to the benefits or performance of a specific treatment, commercial product or service will be supported by appropriate, balanced evidence in the manner outlined above in Principle 4."

## **B. 8 HON-CODE PRINCIPLES**

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?ENGLISH](https://www.hon.ch/cgi-bin/honcode/principles.pl?english) (30/SEPT/2020).**

### **6. Transparency**

“The designers of this Web site will seek to provide information in the clearest possible manner and provide contact addresses for visitors that seek further information or support. The Webmaster will display his/her E-mail address clearly throughout the Web site.”

## **B. 8 HON-CODE PRINCIPLES**

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BIN/HONCODE/PRINCIPLES.PL  
?ENGLISH](https://www.hon.ch/cgi-bin/honcode/principles.pl?english) (30/SEPT/2020).**

**7. Financial disclosure** "Support for this Web site will be clearly identified, including the identities of commercial and non-commercial organizations that have contributed funding, services or material for the site."

**8. Advertising policy** "If advertising is a source of funding it will be clearly stated. A brief description of the advertising policy adopted by the Web site owners will be displayed on the site. Advertising and other promotional material will be presented to viewers in a manner and context that facilitates differentiation between it and the original material created by the institution operating the site."

## **B. 8 HON-CODE PRINCIPLES**

- **A-L Discussion question: Why is it important to ask your students to consider the source of funding and how advertisements are displayed?**
- **M-Z Discussion question: What different formats have websites used to display advertising? Why?**

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## **C. SEARCHING SKILLS: WHAT ARE THE STEPS?**

1. Always begin with the question.
2. Avoid bias in the search terms. There is a wide variation in results between the two searches: “dangers of vaccines” and “vaccine safety.” Consider using MeSH terms (MEdical Subject Headings).
3. Scan the first page of search results prior to clicking. (Do you see similar answers? Are there any reliable websites? Are there any “bizarre” results?)
4. Pitfall: AVOID Ads.

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## **C. SEARCHING SKILLS: WHAT ARE THE STEPS?**

5. Click and scan the results for at least 3 websites to compare and contrast the content. (This scanning skill should be demonstrated to students.)

- Quickly scan the webpage for HON-code criteria. Ex. Privacy - Were you asked to fill out a questionnaire to access the information? Ad Policy - Are Ads embedded, disguised, or clearly off to the side? Authoritative -Who is the author? Transparency - Is the content organized? Etc.)

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## **C. SEARCHING SKILLS: WHAT ARE THE STEPS?**

6. Choose the best website and search for the specific information to answer your question.
7. Document the search findings through paraphrasing. If students are in the gathering stage, it is okay to “copy and paste the text and document it in quotes” from a website.
8. Copy and paste the full website url or DOI and pair it with the answer before moving to the next website or next question. All references should be cited, for both paraphrasing and quotations.

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## **D. OPPORTUNITIES AND CHALLENGES**

### Opportunities:

1. The HON-code principles provide a framework to build critical thinking skills (evaluating, analyzing, synthesizing)
2. The 8 HON-code principles can be applied to searching and evaluating information for any topic.
3. Effective website searching skills follow students into their college, careers, and the military.

# D. OPPORTUNITIES AND CHALLENGES

## Challenges:

1. 8 – that is a big number to learn and adapt. No fancy acronyms or monikers to memorize the principles or steps.
2. Using the 8 HON-code principles to evaluate information on the internet is a skill. It takes time and practice for students to become effective evaluators.
3. Information overload. Knowledge at the tips of their fingers! We take it for granted, but the volume can be overwhelming.

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## CASE STUDY

- Your father/grandfather recently was hospitalized for STEMI. You are not sure what this means. You have heard the doctors say over and over again that something in his heart is completely blocked. After listening to your mother/grandmother, you realize she keeps saying STEMI and your dad/granddad is at risk for another AMI.
- Your mom/grandmother is 78 years old and doesn't know what to do or how to help.
- **Discussion Question: what question will you first search on the Internet to help your loved ones?**

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## CASE STUDY

- Discussion Question: what question(s) will you first search on the Internet to help your loved ones?
- What is a STEMI?
- What is an AMI?
- What are the signs and symptoms of an AMI?
- How do you prevent another AMI?
- What are the risks factors for STEMI or AMI?
- How is STEMI treated?



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## QUESTIONS?

- Type questions in the chat or:
  - Email me: [Anna.Haro@Houstonisd.org](mailto:Anna.Haro@Houstonisd.org)
  - <https://www.houstonisd.org/Domain/52335>

